Life Course
Childhood Risk Factor

Brief Name
Youth Experiencing Cyber Bullying

Indicator

Percent of youth who have been bullied online or electronically.

WI	US	Best	Worst
17.6%*	14.8%	11.9% MS	20.6% ME

Year

2013

Numerator
Number of students reporting "Yes"

Denominator
High school youth (all grades)

*Indicates statistically significant difference from the US value at p<0.05.

Description

This metric asks about being bullied electronically, including being bullied through "e-mail, chat rooms, instant messaging, Web sites, or texting". Bullying is defined as unwanted aggressive behavior(s), indicating a power imbalance. This metric does not include in-person bullying. This question asks students, "*During the past 12 months, have you ever been electronically bullied? (Count being bullied through e-mail, chat rooms, instant messaging, Web sites, or texting.)*"

Importance

Bullying includes actions to exclude or isolate others, as well as physical, verbal, and, as is the case with social media, written attacks intended to hurt or instill fear. Students who are bullied tend to have higher rates of depression and anxiety, have more frequent physical complaints, experience less academic success, and exhibit worse personal outcomes, such as lower levels of self-esteem and higher levels of suicide ideation (Kowalski, 2014). Bullying often begins early and can continue from childhood into adolescence. Using the metric of cyber bullying acknowledges the increasing presence of technology in children's lives, along with the added impact of anonymity which may accompany cyber bullying (Thomas, 2014).

Limitations

Low rates of school participation in the Youth Risk Behavior Survey (YRBS) in Wisconsin in 2015 prevented data from being statistically accurate, so the most recent data are from 2013.

The following states are not included in the comparison: MN, AZ, CA, CO, IN, IA, MO, PA.

Source

YRBS, Wisconsin 2013, accessed at https://nccd.cdc.gov/youthonline/App/Default.aspx. Kowalski, Robin M., et al. "Bullying in the digital age: A critical review and meta-analysis of cyberbullying research among youth." Psychological Bulletin, 140.4 (2014): 1073. Thomas, Hannah J., et al. "Integrating traditional bullying and cyberbullying: Challenges of definition and measurement in adolescents–A review." Educational Psychology Review, 27.1 (2015): 135-152.